

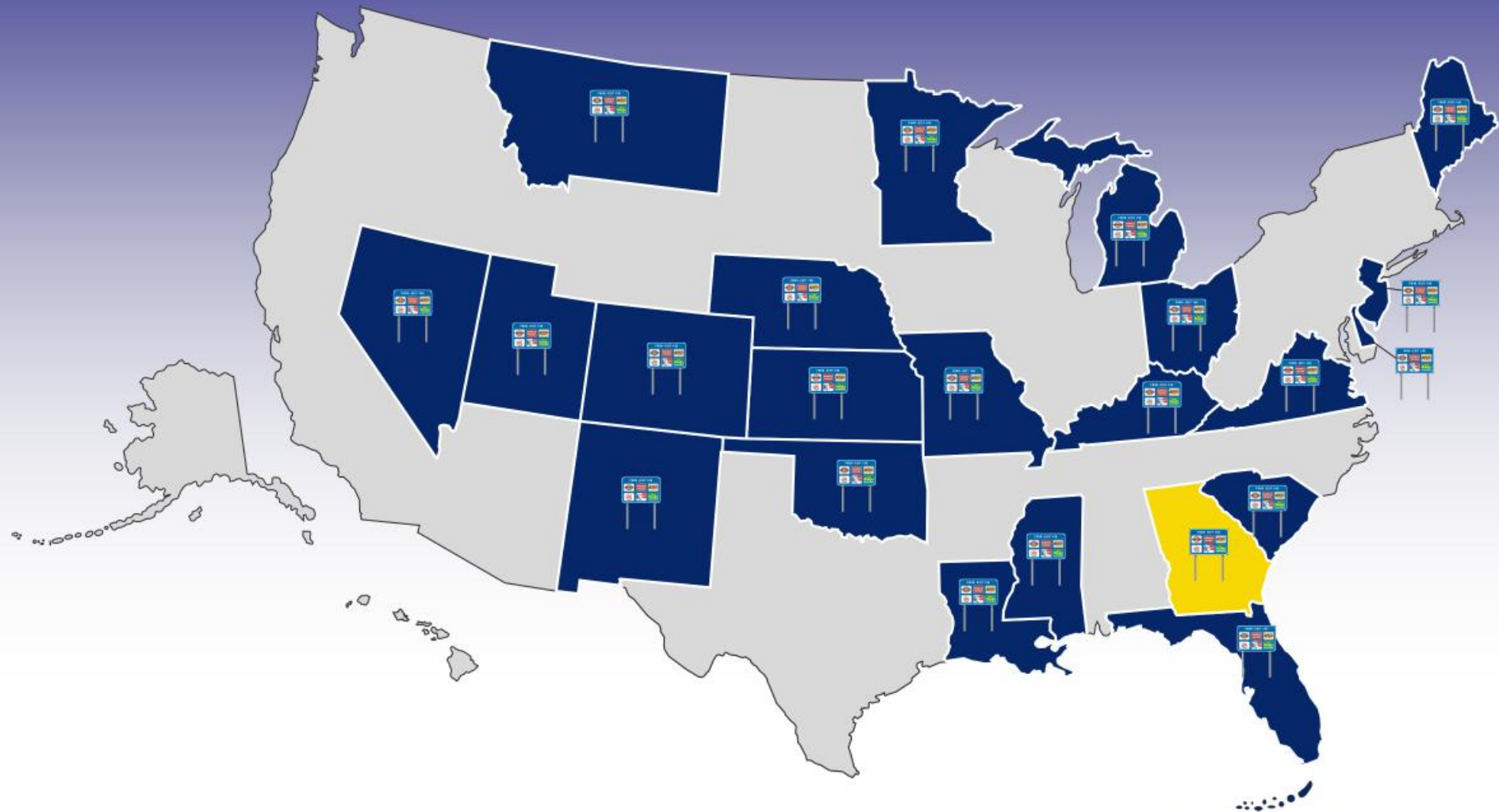
# Georgia Logo Signing Program



January 15, 2014



# Georgia Logos/Interstate Logos





# Prior to July 1995

- Program operated by the Department
- Business logos only displayed along “Mainlines”
- Only “Rural” areas eligible
- Annual Participation Fee \$250
  - \$125 per direction
- Program operated at a deficit\*

\* According to 1993 GDOT Analysis



# July 1995 – June 2005

- Georgia Logos selected to operate Program
- Expanded to “Urban” areas
- Business logos added along “Ramps”
- All existing background signs refurbished
- Georgia Logos investment of \$10 million
- Annual Participation Fee \$900
  - \$250 per mainline and \$200 per ramp
- Department received \$50,000 annually\*
  - \* Based on Attorney General Opinion



# July 2005 – June 2010

- Georgia Logos re-selected to operate Program
- 10% of background signs refurbished annually
- Georgia Logos investment of \$4 million
- Annual Participation Fee \$1,500
  - \$550 per mainline and \$200 per ramp
- Department received \$3,251,000 annually\*

\* Based on New Attorney General Opinion





# July 2010 – Present

- Georgia Logos re-selected to operate Program
- Expanded to include “Roll-over”
- 10% of background signs refurbished annually
- Georgia Logos investment of \$3.5 million
- Annual Participation Fee \$1,500
  - \$550 per mainline and \$200 per ramp
- Department receives \$3,335,000 annually



# Annual Participation Fees

1.	South Carolina	\$5,000-\$2,000	Montana	\$2,400	
2.	New Jersey	\$4,800-\$4,000	Nebraska	\$2,400	
3.	Nevada	\$4,800-\$2,220	14.	New Mexico	\$2,400-\$1,700
4.	Kansas	\$4,800-\$2,000	15.	Mississippi	\$2,400-\$1,600
5.	Oklahoma	\$3,000-\$2,244	16.	Virginia	\$2,000-\$1,600
6.	Missouri	\$3,000-\$2,000	17.	Utah	\$1,776-\$1,284
7.	Colorado	\$3,000-\$1,500	18.	Michigan	\$1,700
8.	Ohio	\$2,600-\$1,850	19.	Georgia	\$1,500
9.	Florida	\$2,490-\$1,300	20.	Minnesota	\$1,320
10.	Delaware	\$2,400	21.	Kentucky	\$1,200-\$600
	Maine	\$2,400	22.	Louisiana	\$1,150



# Program Size (Mainline Logos)

1.	Georgia	5,000 +	12.	Colorado	1,000-1,999
2.	Ohio	5,000 +	13.	Utah	1,000-1,999
3.	Missouri	5,000 +	14.	Kansas	1,000-1,999
4.	Virginia	5,000 +	15.	Oklahoma	1,000-1,999
5.	Michigan	4,000-4,999	16.	New Mexico	1,000-1,999
6.	Florida	4,000-4,999	17.	New Jersey	500-999
7.	Kentucky	2,500-3,999	18.	Montana	500-999
8.	Louisiana	2,500-3,999	19.	Nevada	500-999
9.	Mississippi	2,000-2,499	20.	Nebraska	500-999
10.	South Carolina	2,000-2,499	21.	Maine	< 500
11.	Minnesota	2,000-2,499	22.	Delaware	< 500



# Return to Transportation Agency\*

1.	Missouri	\$4,300,000	12.	New Mexico	\$500,000
2.	<u>Florida</u>	\$3,400,000	13.	Louisiana	\$360,000
3.	Georgia	\$3,335,000	14.	New Jersey	\$300,000
4.	<u>Ohio</u>	\$3,200,000		<u>Oklahoma</u>	\$300,000
5.	South Carolina	\$2,850,000	16.	Nevada	\$250,000
6.	<u>Virginia</u>	\$1,900,000	17.	Utah	\$196,000
7.	Kansas	\$1,500,000	18.	Minnesota	\$125,000
8.	Mississippi	\$1,000,000	19.	<u>Nebraska</u>	\$120,000
9.	Michigan	\$850,000	20.	Montana	\$50,000
10.	Colorado	\$696,000	21.	Delaware	None
11.	<u>Kentucky</u>	\$660,000		Maine	None

\*States underline/italic based on participation



# Georgia Logo Signing Program



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